



Thousands of Dollars

to be given away by merchants in the "1300" Block on Farnam Street

Friday, December the 20th,

Below Are Announcements of a Concerted Sacrifice by the Merchants of This Block in Order to Make Friday a Reception Day at Their Places of Business

COLUMBIA PHONOGRAPH COMPANY.

The hundreds of Columbia phonographs which entertain Omaha homes come from the "1300" block, the local store of that large concern being conveniently located in the spacious sales rooms of the Schmoller & Mueller Piano company. Daily scores of people go there to hear the free concerts and return home having purchased a Columbia machine or with a strong desire for one. R. B. Cope, local manager for the company, is a strong booster for the "1300" block and is making special arrangements for the public reception which is announced for Friday.

HENRY LEHMAN & SONS.

Henry Lehman, senior member of this well known wall paper and decorating concern, came to Omaha in 1867. He served an apprenticeship at his work in Germany and after three years of familiarizing himself with American methods established a business of his own in 1870. The present firm was organized in 1898 and is probably the most prominent concern in the middle west, dealing in imported and domestic wall paper, as well as interior decorating.

TWO BIG RAILROADS.

The vast business drawing power of the city ticket offices of the Union Pacific and Rock Island roads, both of which are located in the "1300" block, is one of the big features talked about by the boosters of this section of Farnam street.

ELITE THEATRE.

The popularity of moving picture theatres is no longer confined to those who desire only superficial entertainment. Serious minded people now take pleasure in watching the educational features thrown on the screens of the "movies." The Elite theatre, another attraction of the "1300" block, affords such pleasure to thousands daily and the careful and clean management of this popular theatre draws many to the block who might not otherwise come down. For seven years N. Amos, owner of the Elite, has worked diligently to afford his patrons this kind of amusement and the large attendance shows how well he has succeeded in pleasing the public.

ADAM MORRELL BARBER SHOP.

The newest business acquisition of the "1300" block is Adam Morrell's tonsorial parlors, located in the basement of the new Woodmen of the World building. Mr. Morrell's shop is probably the finest place of its kind in the west. It is almost magical in its brilliance, convenient appointments and sanitary equipment and will attract hundreds of patrons who are now patronizing less attractive shops.

STRONG BANKS ADJOIN.

In no other feature are the business interests of this block more fortunate than in the location of two of Omaha's largest and best banking institutions, the Merchants National and the First National banks, on the east of the block.

POPE DRUG CO.

A good drug store is a feature anywhere and "1300" block is fortunate in having one that by its efficient prescription work and up-to-date business methods draws many people to the block. Two brothers, L. S. Pope and E. P. Pope, graduates of Creighton University, constitute the Pope Drug company located on the northwest corner of 15th and Farnam Sts.

ALBERT CAHN.

The business reputation of Albert Cahn at once lends an other big boost to the block. For thirty years Mr. Cahn has been making shirts for the best trade in Omaha and has been pleasing them—a sure-fire drawing card for the "1300" block.

W. FARNAM SMITH & CO.

For twenty-five years W. Farnam Smith and his business associates have been consummating big real estate deals, loans and doing an extensive insurance business. Located in the "1300" block this important firm is another substantial reason why this block is doing an enormous business daily.

WOODMEN CAFETERIA.

Supplementing the other attractions of the "1300" block is the Woodmen Cafeteria, which affords to the patrons of the block a really good place to eat. Those who have already patronized this newest of Omaha's eating places testify to its good food and splendid service.



For Friday Only

We will sell any 10c Cigar in our Store for 5c

And give 25% discount on all our Pipes, Cigar Holders, Cigar Cases, Humidors and all other Smokers' articles.

Do this to acquaint the people of Omaha with our store and the "1300" block.

MORITZ MEYER CIGAR CO.

1314 Farnam Street

Henry Lehman & Sons Painting and Decorating

Our collection of domestic and imported Wall Papers is full of artistic and practical decorative effects. It contains a great many exclusive hangings, including a complete assortment of Tekko.

- GRASS CLOTH EFFECTS
- MOTTLE AND TIFFANY BLENDS
- PRESSED LEATHERS
- FABRIC AND TEXTURE EFFECTS
- PAPERS WITH CRETONNE TO MATCH
- LINCURSTA WALTON
- BURLAPS, ETC.

Estimates for Painting and Decorating Furnished on Application.

Hiller

Family Liquor Store

1309 Farnam SPECIAL for FRIDAY \$2.00 VALUE FOR 95c

- 1 quart Kentucky Whisky \$1.25
- 1 quart best California Port75

These two articles will be sold Friday only, for . . . 95c Packed in a neat Christmas box. Not more than one box to a customer.

It will pay you to walk a block to see our display of Christmas novelties such as German Steins, Wine Sets, Sideboard Decanters, Christmas Boxes, Champagne Baskets of assorted wines, small Kegs for Dens, Cordial Sets, etc.

FREE A Christmas Souvenir to Every Purchaser and a bottle of Wine with 2 quarts or more of Hiller's Whiskeys.

Hiller's Pure Whiskies Full Quarts 80c. \$1 and \$1.25

Hiller's Fine Wines Full Quarts 35c. 50c and 75c.



Phone Your Orders. We Deliver Promptly.

Call and see a modern liquor store; a store for ladies as well as men.

It Grows Stronger Every Year.

First National Bank of Omaha

You are invited to become one of its customers.

Select Your Piano Friday!

Day or Evening

Was \$325

Friday Only

\$168



At the Greatest Piano Store in the Middle-West

Read this announcement carefully, if you intend buying a Piano. Here is the most startling Christmas offer ever made—an offer backed by Omaha's oldest and most reliable piano house—that means the placing of many new high grade Pianos in as many homes on terms any home can afford, and at a saving of \$157 to buyers.

Our Offer for Friday Only:

A brand new Stanley & Son Piano, worth \$325 for \$168 on terms of 30 days FREE TRIAL. Free stool, free scarf, free Life Insurance; our own guarantee. Your choice of four beautiful premiums. Gold Watch, Library Lamp, Set of Table Silver or Music Cabinet with each Piano purchased.

We are exclusive representatives for the STEINWAY, WEBER, HARDMAN, McPHAIL, EMERSON and our own SCHMOLLER & MUELLER Pianos. Also the Aeolian line of PIANOLA Pianos, including the STEINWAY, WEBER, STECK, WHEELLOCK, STUYVESANT, STROUD and TECHNOLA.

Schmoller & Mueller Piano Co.

Omaha's Exclusive Piano Store, 1311-13 Farnam St.

Money to Loan

Downtown Property \$5,000 Upwards

Lowest Rates—No Delays.

W. Farnam Smith & Co.

1320 Farnam Street.

RAPHAEL-PRED CO. SPECIALS FOR FRIDAY AND SATURDAY

250 Ladies', Misses' and Juniors' Dresses, samples of the finest grade of serges, whipcords, silks and messalines, a great assortment to choose from, regularly worth \$8.50 to \$16.50, on sale Friday and Saturday—

- \$8.95 \$6.95 \$4.95
- Ladies' swell Coats, fine Seal-ette Plushes, beautifully lined with pretty shades of satin lining, worth \$19.00 to \$25.00, at—
- \$12.50 \$14.85 \$16.50 and \$19.00

Beautiful new Novelty Coats, with new rolling collar or the military collar, with velvet through some, half lined and some lined throughout with guaranteed satin lining, prices \$9.95 \$14.85 \$17.50 and \$19.00

Ladies' Russian Marmot Brown Fur Coat, braided silk lining, worth \$35, sizes 34, 36 and 38 only, this week only \$25.00—\$48.00

Big Bargains in Men's and Boys' Clothing

- \$10.00 Men's Overcoats—Big shipment just received, consisting of fancy cassimeres, with convertible collars, Price \$4.30
- \$12.50 Men's Overcoats—All wool cassimere and fancy mixtures, in all colors, Price \$6.30
- \$15.00 and \$16.50 Men's Overcoats—Guaranteed high grade pure wool, lining guaranteed to wear two winters, handsome diagonals and plain, in all colors, Price \$8.70
- \$1.50 Men's Pants—Well made, in dark and light patterns, in good, heavy cassimeres \$8c
- \$2.00 Men's Pants—Big variety of patterns, all wool pants—Price \$1.35
- \$6 Boys' Overcoats—Fine all wool overcoats, made with convertible collar and belt, ages 10 to 16 years, Price \$3.45
- Men's Sample Shirts, 35c
- These Shirts are worth up to \$1, and include Dress Shirts with soft collars in Solesette cloth, also Men's High Grade Work Shirts, Price \$35c
- Men's Heavy Ribbed Union Suits, 85c.
- Also in heavy fleeces, Price \$5c
- 50c Boys' Sample Blouse Waists, 19c.
- Large assortment of patterns in percales and many other materials.
- 75c Men's and Boys' Winter Caps, at \$30c

Ladies and Children's Fur Sets and Fur Coats, Hundreds of Samples to Choose From.

- Fine Sets of Jap Mink, Foxes, Black Wolf, French Coney, Red Fox—some swell novelties in long scarfs with muffs to match. Also White Thibet Sets, worth regularly from \$19 to \$35 per set, will be priced this week, at, per set—
- \$12.50 \$14.85 \$16.95 and \$19.00
- Gray, Black and Brown Sets of Furs that retail usually from \$7.50 to \$12.50, will go this week at, per set, \$3.95 \$4.95 and \$7.95
- Children's and Girls' Fur Sets at 98c \$1.48 \$1.98 \$2.98 and up to \$7.50
- French Coney Fur Coats, Skinner satin lined, brown or black, worth \$25, at \$16.95
- Men's Mocha and Dress Kid Gloves, 30c.
- Lined with fleece.
- 35c Men's Sample, Initial, Pure Linen Handkerchiefs, 12c
- Just a little soiled from handling. Make useful Xmas gifts.
- 50c Men's Silk Suspenders, 29c
- Come in beautiful holiday boxes.
- \$1.25 Men's Wool Fleece Underwear, good, heavy weight, at 69c
- Men's Heavy Fleece Underwear at 39c
- 20c Men's Wool Hose 11c
- Men's Fancy Vests, worth up to \$6.00—Men will appreciate gifts like this for Xmas. Prices \$1.79 and \$2.45
- \$10.00 Men's Suits—In fine fancy cassimeres, in light and dark colors—extra well made, Price, only \$5.30
- \$15.00 and \$16.50 Men's High Grade Suits—In fine worsteds and tweeds and fancy cassimeres. Price \$8.70
- \$2.00 Boys' School Suits—Heavy, dark colors; ages 7 to 16 years. Price \$1.19
- \$3.00 Boys' School Suits—In light and dark mixtures, Price \$1.79
- \$1.50 Men's Flannel Shirts—A new shipment just received. Made with military and plain collars, in grays, browns and tans 80c
- Men's 25c Wool Golf Gloves, 12c

RAPHAEL-PRED CO.

13th and Farnam 2 Minutes Walk from 16th

Special for Friday Only

3 for 7

Albert Cahn

Shirts and Underwear Made to Measure

1322 FARNAM STREET

STATE AGENT FOR Dr. Deimel's Linen Mesh Underwear Co. Dr. Jaeger's Sanitary Woolen Underwear Co.

OMAHA.